

"Normality is the one route to nowhere. If we are only willing to behave like all the others, we will see the same things, hear the same things, hire similar people, come up with similar ideas and develop identical products."



GOODBYE 20TH CENTURY ORG DESIGN

Social, political, economic and demographic change is transforming global commerce, organisational structures and individual freedoms. As we enter a world that is more fluid, less centralised and less certain about old assumptions and old models, the only way to survive in this rapidly shifting environment is by becoming more collaborative and focused on outputs – survival means being excellent, in other words. There is no middle ground.

The Telegraph Media Group, e3 Unlimited and The Secrets of the CEOs present the first in a series of interactive sessions with HR Directors to challenge the current world of work and collaborate on building the workplace of the 21st century.

You won't hear anything you've heard before. Do join us.

Thursday 14th May 2009

9.00am registration and tour of world's largest newsroom
Session starts 9.30am – 12 noon

To attend the inaugural free session please contact:
Emma Reynolds emma.reynolds@e3unlimited.com

Welcome by Steve Tappin, author, *The Secrets of CEOs* **Interactive 1: Organisational Development doesn't mean what it used to – how are we adapting?**


OD is an interesting concept. Has the DNA of organisations changed? Absolutely. Have we adapted? Probably not. By understanding the 7 factors of an organisation's design you can measure how effective the current ways of working are for different generations, functions and divisions across a company and highlight areas for improvement. This will give you the platform to engage and collaborate with your employees, suppliers and customers to create an organisation that embraces the ability, desires and creativity of today's talent, whilst creating a cause for people to get behind. True employee engagement in these challenging times. Guest presenter is Bruce Morton, e3 Unlimited.

Interactive 2: Informal Organisational Structures – how to become enablers of corporate agility

Charles Armstrong from Trampoline Systems explodes onto the stage to demonstrate how you can create human-centred collaboration environments. A business's main asset is not its people, it's how it encourages and allows its people to use their knowledge and experience. The rise of Web 2.0 in the consumer world has alerted business to the role that social contacts and networks play. Most companies are keen on developing enterprise social networks to help boost collaboration, despite many banning social networks like MySpace and Facebook, but what are the real benefits? This will demonstrate very clearly how you can become enablers of corporate agility via expertise search and Social Network Analysis.

Finish with cool things the Telegraph Media Group are doing

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